



**Missouri Travel Barometer
October 2016 Report
(Data available as of 11/15/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

October Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through September

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 2.6% -- Occupancy up 2.9% -- ADR up 2.9% -- RevPAR up 5.9%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through August

- For FY16, a 4.9% (\$604.74 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD16, a 3.3% (\$276.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Aug
- August 2016 saw a 0.76% (-\$8.3 million) sales revenue decrease compared to August 2015

Website Visits: 2016 Calendar Year to Date through October

- Total web visits (main site and mobile visits) were up 5.0% for October 2016 compared to October 2015
- Desktop visits increased 14.6% while mobile visits declined 10.6% during October 2016 compared to October 2015
- Total web visits (main site and mobile visits) were up 1.2% for January-October 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through October

- 145,158 responses for 2016 YTD – a decrease of 9.7%
- Base markets currently show the strongest growth – up 5.5% for Jan-Oct 2016 compared to the same period in 2015
- The states with the strongest YTD % growth in responses are Oklahoma 28%, Texas 11%, Arkansas 6%, and Ohio 5%

Welcome Center visits: 2016 Calendar Year to date through October

- For CYTD 2016 the centers are up 9.8% for January-October 2016 compared to the same period in 2015
- For the month of October alone, the centers were up 7.3% compared to October 2015

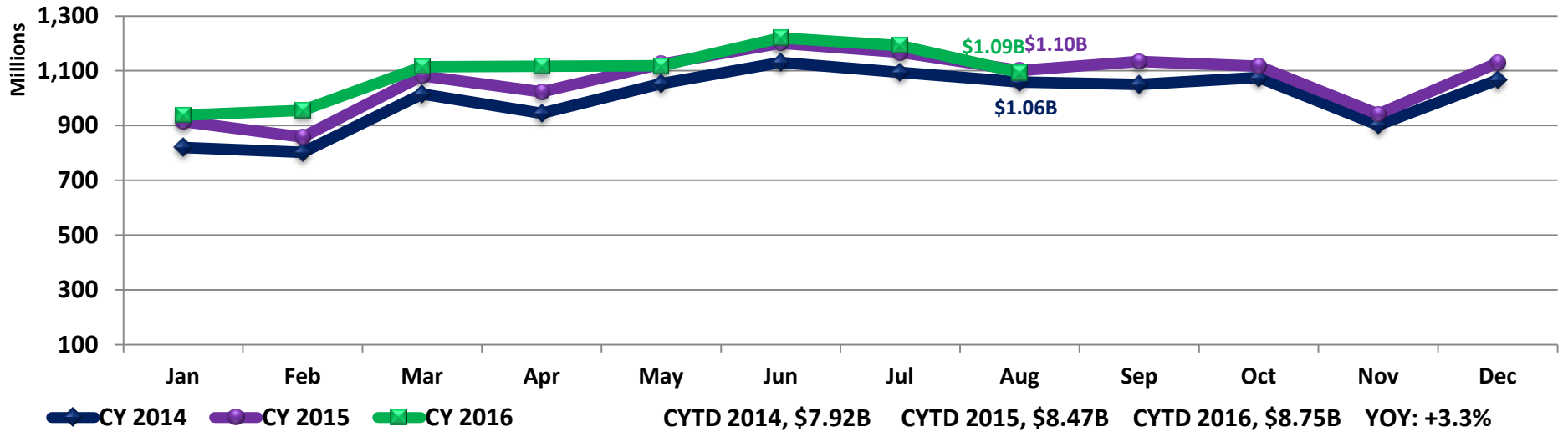
Commercial airport deplanements: 2016 Calendar Year to Date

- St. Louis up 9.2% for January-September 2016 compared to the same period in 2015
- Kansas City up 5.7% for January-September 2016 compared to the same period in 2015
- All airports up 7.1% for January-August 2016 over January-August 2015

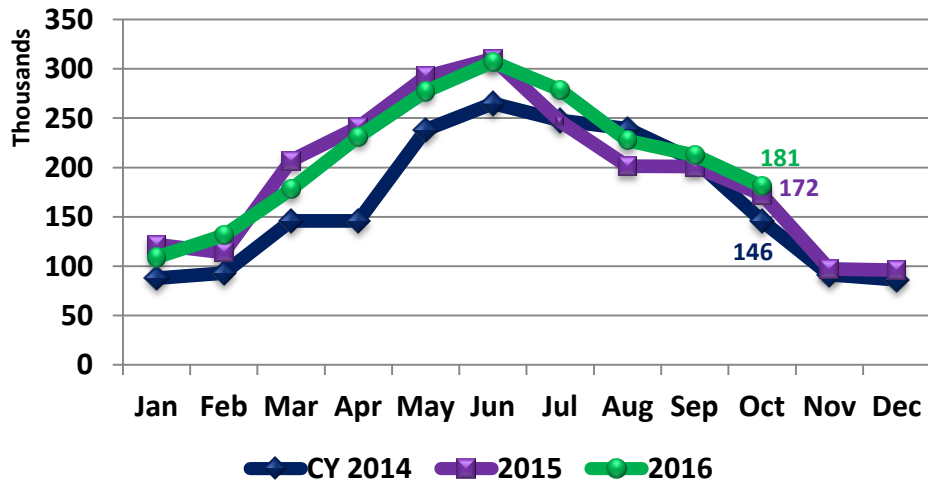
International Visits to VisitMO.com: Website Activity 2016 Calendar Year to Date through October

- For CYTD 2016, there have been 46,493 international visits to our website, down 18.9% from CYTD 2015
- Top countries viewing our website are 1. Canada, 2. United Kingdom, 3. India, 4. Germany, 5. Australia, 6. France, 7. Philippines, 8. Brazil, 9. Mexico and 10. Russia
- Top countries with YOY growth are Canada, up 21.3%; U.K., up 10.7%; Australia, up 5.2%; and Japan, up 3.1%

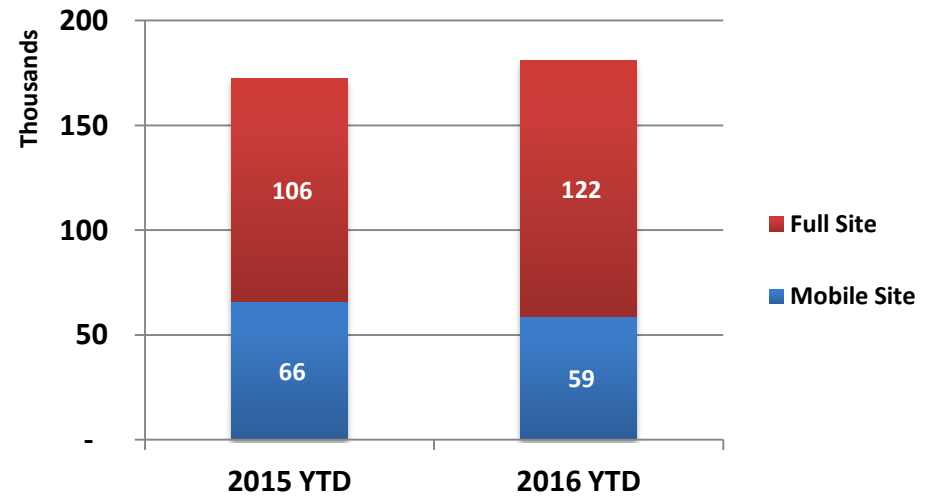
Sales Revenue from 17 Tourism SICs



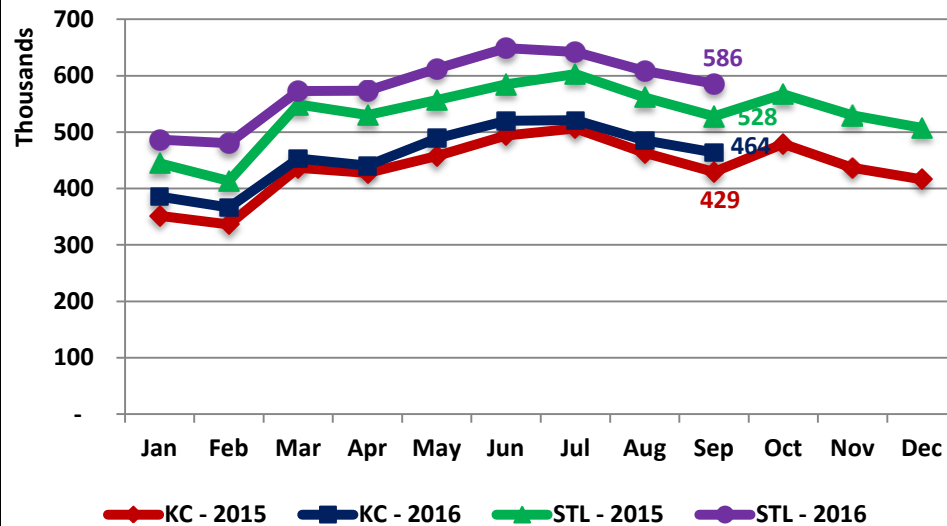
Visits to VisitMO (Full & Mobile Sites) by Month



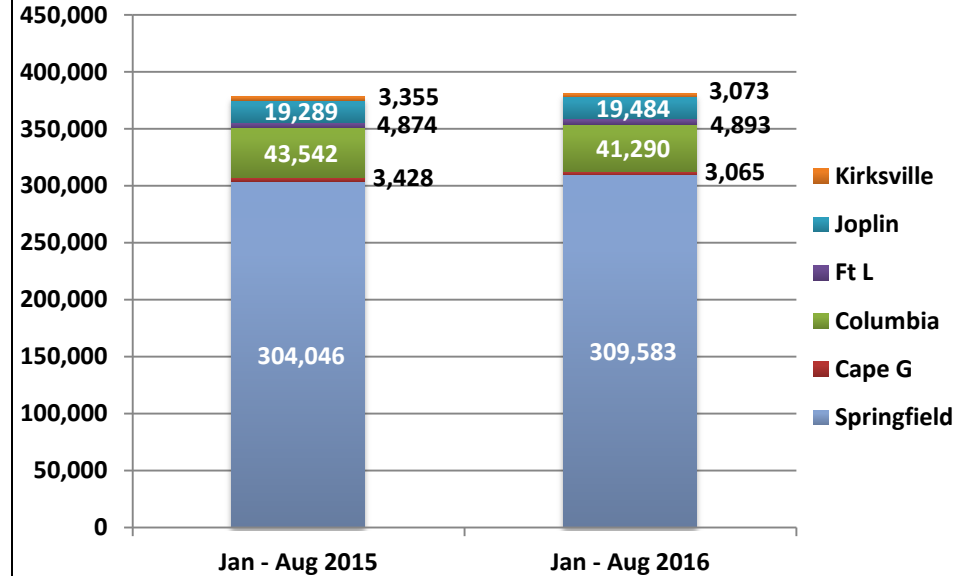
YTD Visits to VisitMO by Site



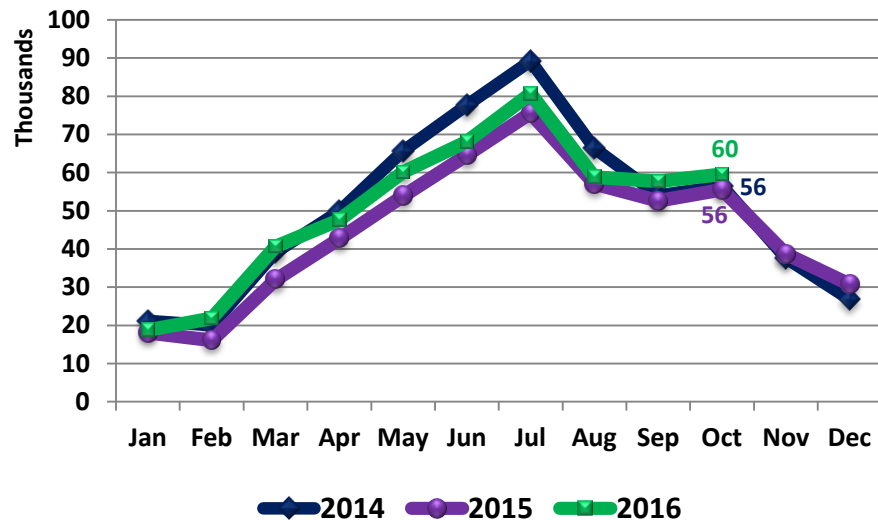
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

